

**NATIONAL
ADOPTION
MONTH
2021**



OUTREACH TOOLKIT

Communication Tools to Spread the Word

#NationalAdoptionMonth #ConversationsMatter

National Adoption Month is an initiative of the Children's Bureau that seeks to increase national awareness of adoption issues, bring attention to the need for adoptive families for teens in the U.S. foster care system, and emphasize the value of youth engagement.

childwelfare.gov/adoptionmonth

What's Inside

Introduction	3
--------------	---

Social Media	4
--------------	---

Key Statistics About Adoption	5
-------------------------------	---

Graphics	6
----------	---

Sample Messages	8
-----------------	---

Email Signature Blocks	9
------------------------	---

Introduction

Thousands of teenagers across the country need permanent families. You can make a difference by helping to raise awareness during National Adoption Month.

Use the free graphics, sample social media posts, email signatures, and messages in this outreach toolkit to show your support this November.

National Adoption Month is an initiative of the Children's Bureau that seeks to increase national awareness of adoption issues, bring attention to the need for adoptive families for teens in the U.S. foster care system, and emphasize the value of youth engagement.

This year, we have focused our efforts on adoption for teens because we know that teens in foster care wait longer for permanency and are at higher risk of aging out than younger children. Teens need love, support, and a sense of belonging that families can provide. Securing lifelong connections for these teens, both legally and emotionally, is a critical component in determining their future achievement, health, and well-being.

A single conversation can make a difference in achieving more positive outcomes for teenagers.

That's why the Children's Bureau is recognizing the importance of having authentic conversations and encouraging teens to harness their voices with this year's National Adoption Month theme, **"Every Conversation Matters."**

[Join the email list](#) to stay connected to the latest updates on National Adoption Month.

If you have any questions, please contact us at info@childwelfare.gov.

Social Media

Promote National Adoption Month in November by using your social networks to help raise awareness.

Use the hashtags **#NationalAdoptionMonth** and **#ConversationsMatter** to stay connected to the campaign, and follow Child Welfare Information Gateway and the Children's Bureau for easy-to-share National Adoption Month posts.

Follow our social media accounts to share resources and information.

TWITTER: [@childwelfaregov](https://twitter.com/childwelfaregov)

FACEBOOK:

www.facebook.com/childwelfare

www.facebook.com/childrensbureau

SAMPLE SOCIAL MEDIA POSTS

There are thousands of youth in foster care without a permanent family. Start a conversation about adoption in your community. Visit the National Adoption Month website to learn more. #NationalAdoptionMonth #ConversationsMatter <https://www.childwelfare.gov/topics/adoption/nam/youth/>

Every conversation matters. Prioritize youth engagement to give them a better future after foster care. #ConversationsMatter #NationalAdoptionMonth <https://www.childwelfare.gov/topics/adoption/nam/professionals/>

Help raise awareness during National Adoption Month. Follow @childwelfaregov and #NationalAdoptionMonth to share resources and tools that can help youth on their path to permanency. <https://www.childwelfare.gov/topics/adoption/nam/>

Take time to listen and learn from youth in foster care to help them find their forever family. #ConversationsMatter #NationalAdoptionMonth <https://www.childwelfare.gov/topics/adoption/nam/professionals/>

Every teenager deserves a family. Visit the National Adoption Month website and find out if adoption is right for you. #NationalAdoptionMonth
<https://www.childwelfare.gov/topics/adoption/nam/youth/>

Every conversation matters when helping teenagers overcome barriers to finding their forever family. #ConversationsMatter #NationalAdoptionMonth
<https://www.childwelfare.gov/topics/adoption/nam/professionals/>

What can you do to help youth in foster care looking for a permanent family? Follow @childwelfaregov, share resources and tools, and spread the word about #NationalAdoptionMonth.
<https://www.childwelfare.gov/topics/adoption/nam/>

Connection and belonging are human needs. Visit the National Adoption Month website to find strategies to help youth find their forever families. #NationalAdoptionMonth #ConversationsMatter
<https://www.childwelfare.gov/topics/adoption/nam/>

Key Statistics About Adoption

Include the latest information about children and youth waiting for adoption in your communications.

The following are key data from the [Adoption and Foster Care Analysis and Reporting System](#) about adoption from foster care in the United States in 2019:

- There were over 122,000 children and youth waiting to be adopted who were at risk of aging out of foster care without permanent family connections. The following are additional details about those children:
 - More than half (52 percent) were male, and 48 percent were female.
 - Regarding race and ethnicity, 22 percent were African American, 22 percent were Hispanic, and 44 percent were White.
 - The average age was 8 years old, with 11 percent being between 15 and 18 years old.
 - The average time in foster care was 31 months.
- Approximately one in five children in the U.S. foster care system waiting to be adopted were teens.
- Only 5 percent of all children adopted in 2019 were 15–18 years old.

Additionally, teens in foster care have an increased risk of homelessness and human trafficking compared with younger children.

Graphics

Grab attention with free National Adoption Month graphics.

The graphics can be added to your website, blog, newsletter, emails, social media pages, and other digital communications. Each graphic uses the National Adoption Month 2021 branding and style approved by the Children's Bureau.

Right-click on the graphic and select "Save Picture As" or download it from the [website](#).

Download the entire [graphics package](#), including:

- Cover Photos
- Facebook Profile Frames
- Shareable Graphics

COVER PHOTO



[Facebook Cover Photo](#) | [Twitter Cover Photo](#)

FACEBOOK PROFILE FRAME



[Add to your profile photo](#)

SHAREABLE GRAPHICS

Choose the graphic size that fits your needs! Each graphic is available in rectangle or square dimensions.



[Rectangle](#) | [Square](#)



[Rectangle](#) | [Square](#)



[Rectangle](#) | [Square](#)

Sample Messages

Share this year's National Adoption Month resources using these sample messages in emails, blog posts, newsletters, or in other communications.

MESSAGE #1

Audience: General

Subject: November is National Adoption Month!

Over 122,000 children and youth across the country are in foster care waiting for a forever family. For teenagers at risk of aging out of foster care, it is just as important to secure a permanent sense of belonging.

This year, during [National Adoption Month](#), the Children's Bureau within the U.S. Department of Health and Human Services urges us to prioritize having conversations with youth waiting for adoption. Every conversation matters because every child has a story, and it is our responsibility to help them on their journey by listening to their perspectives—whether you are a caregiver, mentor, educator, counselor, librarian, or any community member. We can empower youth to find their voice and help them on their path to permanency.

Visit the [website](#) to learn more about National Adoption Month and find tools and resources to educate yourself and your community about how we can achieve better outcomes for children and youth in need.

National Adoption Month is an annual campaign sponsored by the Children's Bureau in partnership with [Child Welfare Information Gateway](#) and [AdoptUSKids](#).

Stay connected throughout the month to raise awareness by following #NationalAdoptionMonth on [Facebook](#) and [Twitter](#).

MESSAGE #2

Audience: Professionals

Subject: National Adoption Month Highlights Resources to Help Professionals Prioritize Youth Voice

November is [National Adoption Month](#). The Children's Bureau within the U.S. Department of Health and Human Services urges all communities to remain committed to finding permanency for all youth in foster care.

Every child has a story, and sharing that story can be tough—especially for teens in foster care.

As a child welfare professional, learning and understanding a youth's journey can be crucial to placing them in a permanent home. That's why every conversation matters.

Visit the National Adoption Month [website](#) to discover resources and tools to help you prioritize conversations with young people in foster care. Find best practices, new strategies, and state examples of success and learn from youth and families with lived experience.

Help [spread the word](#) during the month of November and throughout the year. Stay connected on [Facebook](#) and [Twitter](#). #NationalAdoptionMonth #ConversationsMatter

Email Signature Blocks

Add a National Adoption Month signature block to every email you send to help raise awareness.

- Start the Conversation & Help Youth on Their Path to Permanency. #NationalAdoptionMonth #ConversationsMatter
<https://www.childwelfare.gov/topics/adoption/nam/>
- Support National Adoption Month & Visit the Website Today!
<https://www.childwelfare.gov/topics/adoption/nam/>
- Every Conversation Matters | National Adoption Month 2021
<https://www.childwelfare.gov/topics/adoption/nam/>
- Help Youth Find a Path to Permanency | National Adoption Month 2021
<https://www.childwelfare.gov/topics/adoption/nam/professionals/>

STAY CONNECTED

Keeping your community engaged on the importance of adoption is important all year.

Follow us on social media to find out about new resources, and check out our free [subscriptions](#) for year-round adoption support.

TWITTER: [@childwelfaregov](#)

FACEBOOK: www.facebook.com/childwelfare
www.facebook.com/childrensbureau

If you have a few minutes, please help us improve next year's campaign.

TAKE THE SURVEY!



U.S. Department of Health and Human Services
Administration for Children and Families
Administration on Children, Youth and Families
Children's Bureau

